

# JASON DORSEY

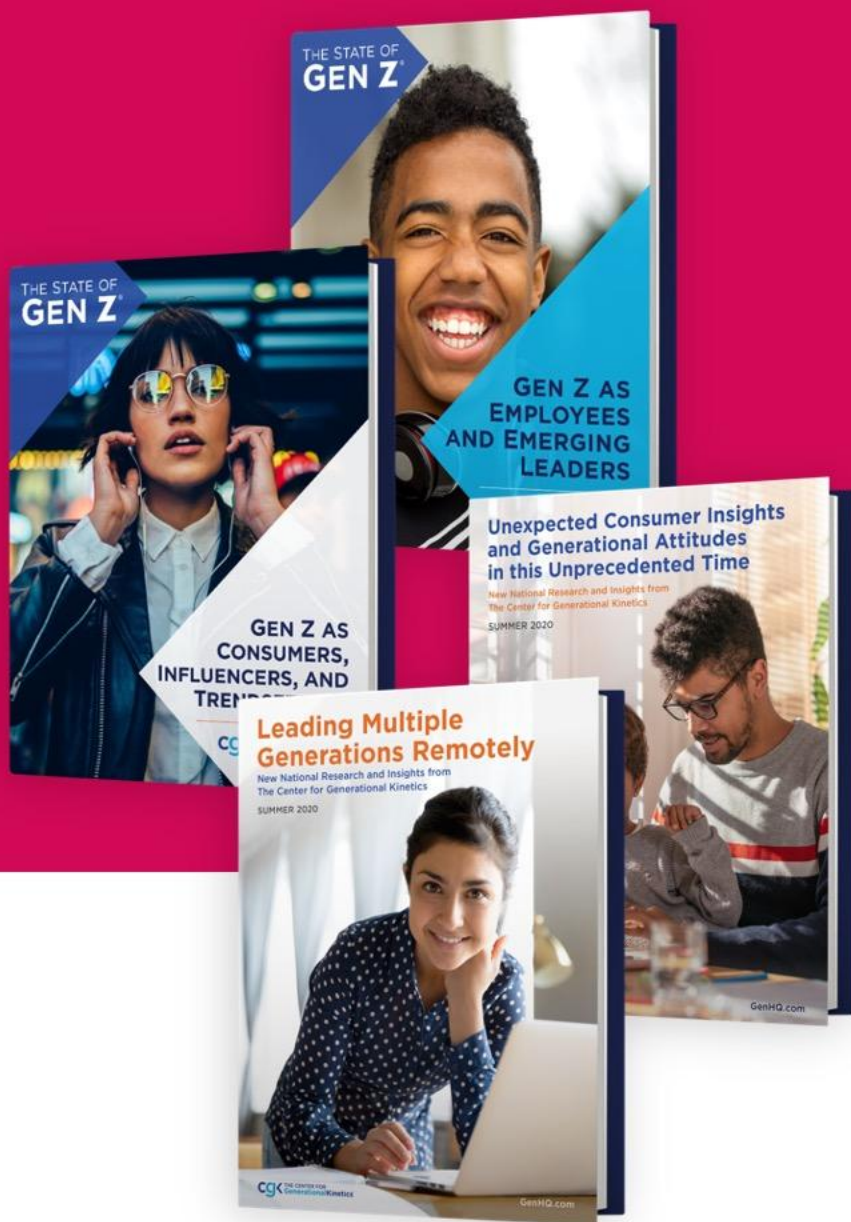
 @JasonDorsey    @jason\_dorsey





A FEW QUESTIONS...

# WHY FOCUS ON GENERATIONS?



**cgk** THE CENTER FOR  
GenerationalKinetics®

## WHAT MAKES US UNIQUE

- Nearly 100 benchmark research studies
- 700+ clients spanning every major industry
- Focused on uncovering hidden behavioral drivers

60  
MINUTES

TODAY

FORTUNE

The New York Times

THE WALL STREET JOURNAL.

BBC

CNBC

CNN

# WHAT WE'LL TALK ABOUT TODAY

- 1 **Rethinking** generations
- 2 Trends that **shape** generations
- 3 Separating generational **myth** from **truth**
- 4 What's working **now** to drive results



More Info:  
[JasonDorsey.com/Z](https://JasonDorsey.com/Z)

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Rethinking Generations

# REDEFINING THE TERM GENERATIONS

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Trends that Shape a Generation

# GEOGRAPHY



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Rethinking Generations

GENERATIONS  
ARE NOT BOXES

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Rethinking Generations

# GENERATIONS ARE POWERFUL CLUES

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Rethinking Generations



# CONNECTION



# TRUST



# INFLUENCE

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Trends that Shape a Generation

# PARENTING



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Trends that Shape a Generation

# TECHNOLOGY



“EVERY GENERATION HAS A  
**DIFFERENT NATURAL RELATIONSHIP**  
WITH TECHNOLOGY THAT IS LARGELY  
DRIVEN BY THEIR AGE.”

—JASON DORSEY

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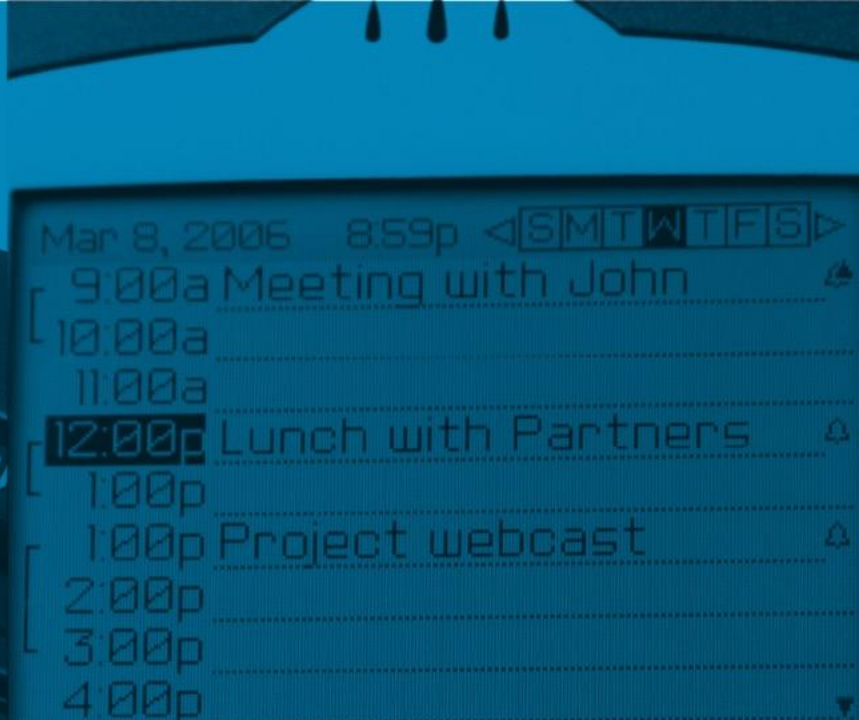
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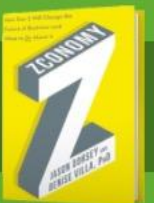


“TECHNOLOGY IS ONLY  
NEW IF YOU REMEMBER  
THE WAY IT WAS **BEFORE.**”

—JASON DORSEY

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Trends that Shape a Generation

# GENERATION



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Trends that Shape a Generation

# GENERATION





# EXAMPLES OF GENERATION-DEFINING MOMENTS

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Separating Generational  
Myth from Truth

**Gen Z**

**Millennials**

**Gen X**

**Boomers**

 **Cuspers** are born on the edges of generations

More info about generational birth years at: [JasonDorsey.com/BirthYears](https://JasonDorsey.com/BirthYears)



# GENERATION Z

## Ages ?-26



# GEN Z INSIGHTS



of Gen Z **believe in Universal Basic Income** – more than any other generation



The **#1 cause** Gen Z supports is **social justice**



Believe cryptocurrency is a **safe investment**

[GenHQ.com/findings](https://GenHQ.com/findings)



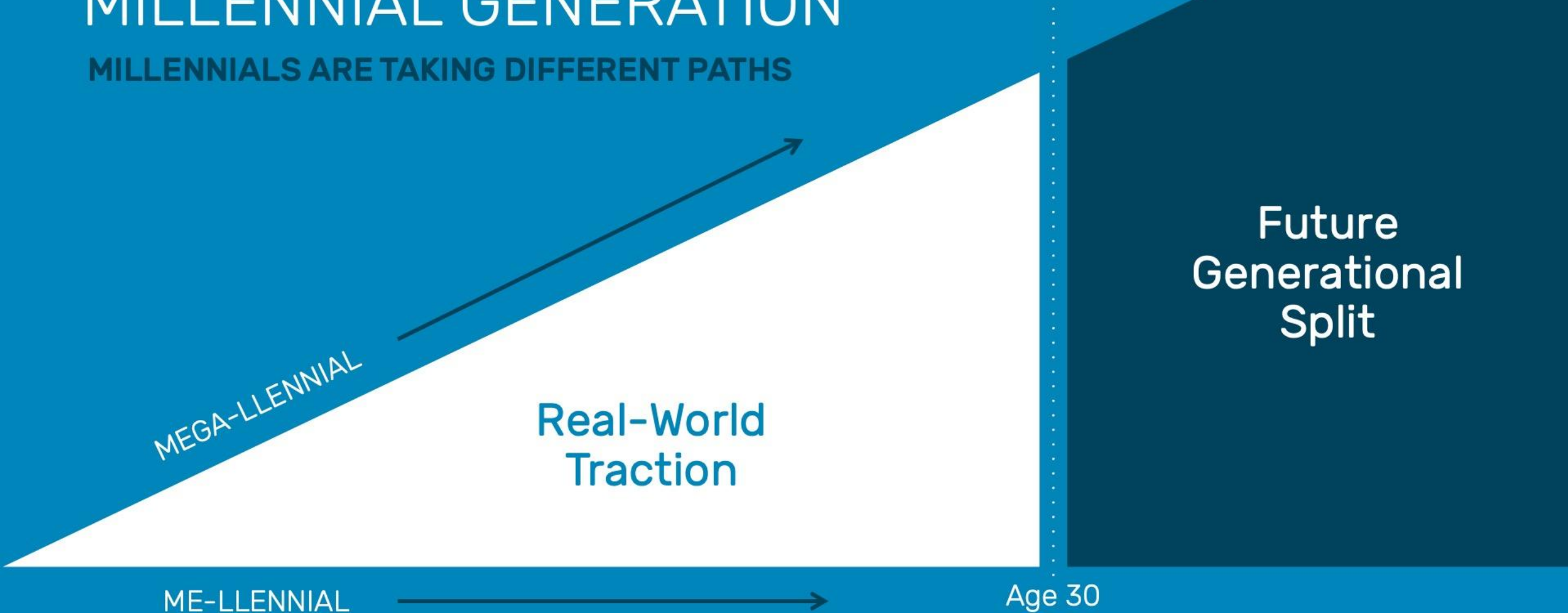
# MILLENNIALS

## Ages 27-45



# THE FUTURE OF THE MILLENNIAL GENERATION

MILLENNIALS ARE TAKING DIFFERENT PATHS





# GENERATION X

## Ages 46–57



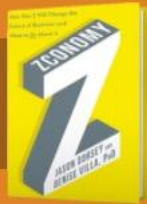
**Boomers**

**Gen X**

**Millennials**

**Gen Z**

More Info:  
[JasonDorsey.com/Z](https://JasonDorsey.com/Z)



# BABY BOOMERS

## Ages 58-76

**Gen Z**

**Millennials**

**Gen X**

**Boomers**

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## Separating Generational Myth from Truth



 **Cuspers** are born on the edges of generations

More info about generational birth years at: [JasonDorsey.com/BirthYears](https://JasonDorsey.com/BirthYears)

# THIS REALLY HAPPENED



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Strategies and Actions

# WHAT'S WORKING NOW TO DRIVE RESULTS



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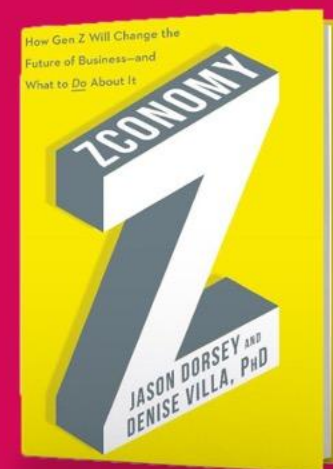
Strategies and Actions





# ZCONOMY

Named a Top 10 Business Book of 2020 by Forbes



[JasonDorsey.com/Z](https://JasonDorsey.com/Z)

# TAKE-ACTION RESOURCES

Explore more  
discoveries

**[GenHQ.com/findings](https://GenHQ.com/findings)**

Email for your  
summary video  
and three studies

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